

*RayWhite*

# RAY WHITE NOW

WATSON

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PROUDLY PRESENTING PROPERTY MARKET INSIGHTS

# MAJOR CITY HOUSE PRICES (% CHANGE) IN THE LAST 12 MONTHS

AUSTRALIA\*

\$1.03M

9.4%

WATSON

\$1.18M

7.2%

DARWIN

\$760K

15.6%

SUNSHINE COAST

\$1.29M

7.6%

BRISBANE

\$1.15M

11.8%

GOLD COAST

\$1.41M

8.6%

SYDNEY

\$1.59M

1.3%

ADELAIDE

\$980K

10.0%

CANBERRA

\$1.01M

2.6%

PERTH

\$1.02M

15.1%

MELBOURNE

\$958K

0.7%

HOBART

\$770K

5.9%

**\$ MEDIAN HOUSE PRICE**  
**% CHANGE IN PRICE**

Source: Neoval, Cotality  
Updated as of May 2026

*\*VIC and national data sourced from Cotality due to data availability.  
All other major cities sourced from Neoval.*

# MAJOR CITY UNIT PRICES (% CHANGE) IN THE LAST 12 MONTHS

AUSTRALIA\*

\$753K

6.5%

WATSON

\$580K

4.5%

DARWIN

\$450K

13.5%

PERTH

\$720K

18.3%

ADELAIDE

\$700K

11.5%

MELBOURNE

\$637K

0%

SUNSHINE COAST

\$920K

7.8%

BRISBANE

\$820K

13.7%

GOLD COAST

\$930K

9.4%

SYDNEY

\$850K

1.7%

CANBERRA

\$630K

1.4%

HOBART

\$580K

5.1%

**\$ MEDIAN UNIT PRICE**  
**% CHANGE IN PRICE**

Source: Neoval, Cotality  
Updated as of May 2026

*\*VIC and national data sourced from Cotality due to data availability.  
All other major cities sourced from Neoval.*

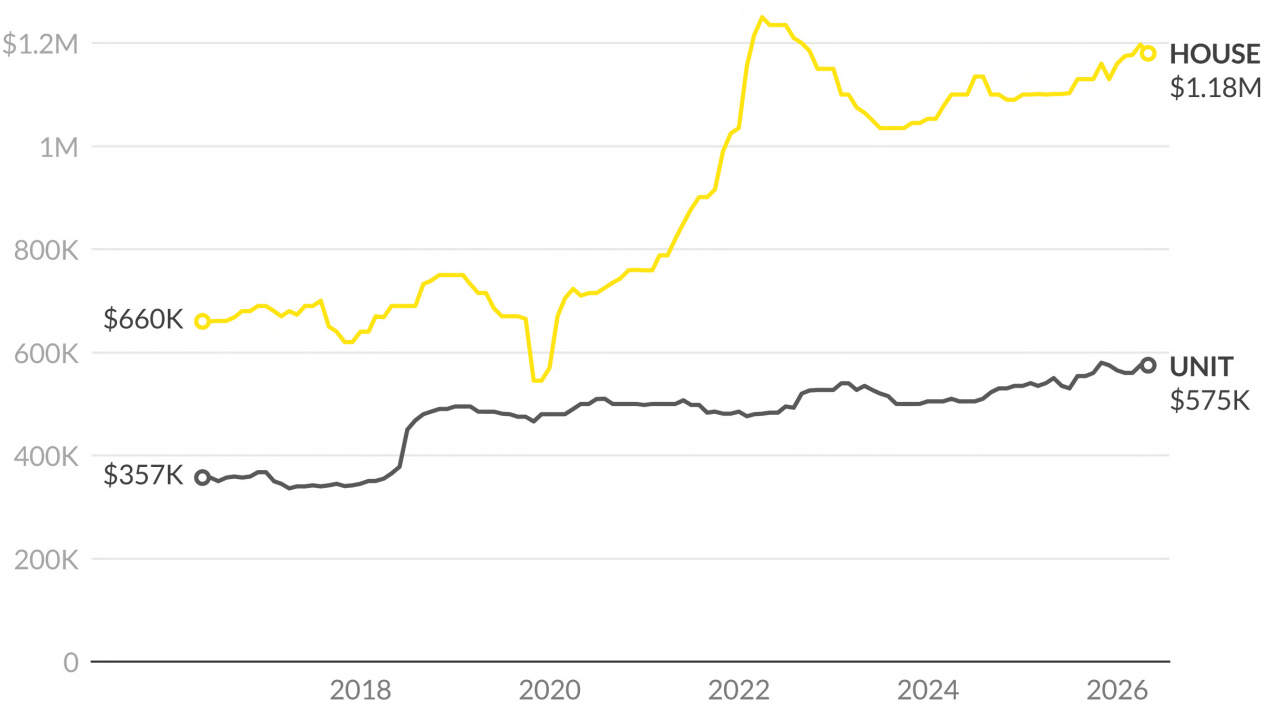
## Watson 1 and 10 year price growth

| Property | Current Price | 1Y \$ Growth | 1Y % Growth | 10Y \$ Growth | 10Y % Growth |
|----------|---------------|--------------|-------------|---------------|--------------|
| HOUSE    | \$1.18M       | + \$79K      | +7.2%       | + \$520K      | +79%         |
| UNIT     | \$580K        | + \$25K      | +4.5%       | + \$218K      | +61%         |

Source: Neoval



## Watson 10 year price trend



Source: Neoval



In May 2026, Watson's property market demonstrates consistent strength. The median house price maintains its premium position at an approximate \$1.18M, recording a solid 7.2% gain from this same month last year and a remarkable 78.8% increase over the past decade. Units also continued their upward trajectory, with their median price reaching an approximate \$580K, reflecting a 4.5% rise from this same month last year and a robust 61.1% surge since 10 years ago. This strong performance in both segments represents sustained demand in the local market, outperforming recent broader capital city trends.

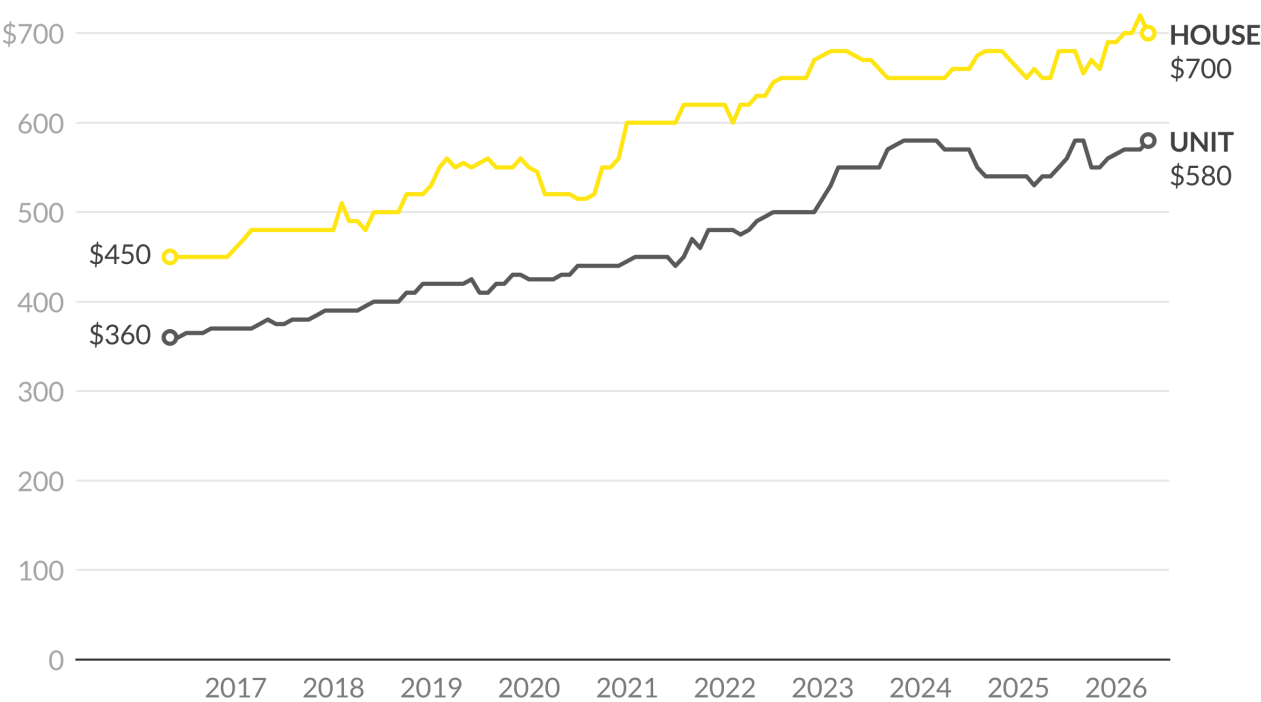
# Watson rental price growth

| Property | Current Price | 1Y \$ Growth | 1Y % Growth | 10Y \$ Growth | 10Y % Growth |
|----------|---------------|--------------|-------------|---------------|--------------|
| HOUSE    | \$700         | + \$50       | +7.7%       | + \$250       | +56%         |
| UNIT     | \$580         | + \$40       | +7.4%       | + \$220       | +61%         |

Source: Neoval



# Watson rental price trend



Source: Neoval



Watson's median weekly rental rate for houses in May 2026 is approximately \$700, reflecting a solid 7.7% gain over the last year and a remarkable 55.6% increase compared to the same month ten years ago. This strong performance represents growth notably above broader capital city trends. For units, the median weekly rental rate currently stands at approximately \$580, recording a 7.4% rise over the past year and an impressive 61.1% growth over the decade, further demonstrating robust activity in the rental market. These figures are approximations based on 12-month rolling data.

## Watson 12M rolling sales count

■ HOUSE ■ UNITS

|                 | HOUSE | UNITS |
|-----------------|-------|-------|
| Under \$500K    | 2     | 0     |
| \$500K - \$750K | 12    | 0     |
| \$750K - \$1M   | 18    | 0     |
| \$1M - \$1.5M   | 67    | 0     |
| \$1.5M - \$2M   | 6     | 0     |
| \$2M - \$3M     | 5     | 0     |
| \$3M - \$4M     | 0     | 0     |
| \$4M - \$5M     | 0     | 0     |
| \$5M+           | 0     | 0     |

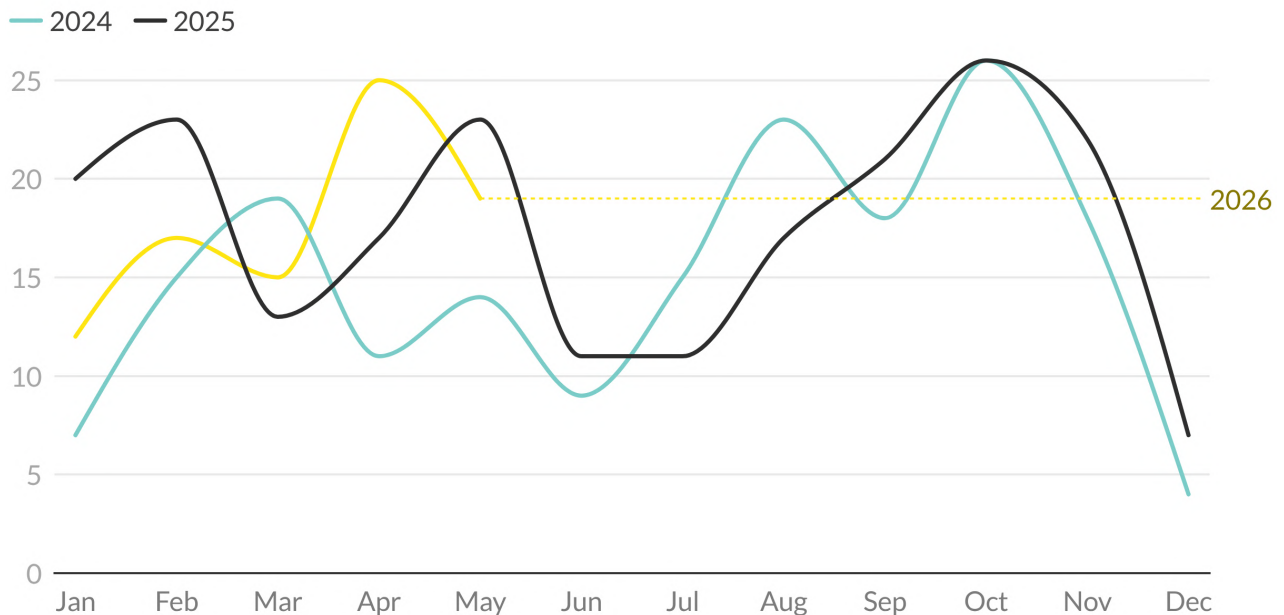
Source: Neoval



Watson's housing market, as of March 2026, firmly showcases robust activity concentrated in the \$1M to \$1.5M price range, accounting for 67 sales. The \$750K to \$1M segment also represents a strong tier with 18 sales, while 12 transactions occurred between \$500K and \$750K. Beyond \$1.5M, the premium sector recorded 6 sales up to \$2M and 5 sales reaching \$3M. This distribution reflects sustained buyer interest across mid-to-high price points, with no unit sales observed, representing a distinct focus on detached housing that maintains its market position in an environment where broader markets reflect some hesitation.

## Watson monthly volume of new listings over the past 3 years

Number of new monthly listings



Listings from whole market including Ray White.

Source: Neoval

**RWN**

New listings in May 2026 recorded a notable 24% monthly decline in Watson, reaching 19 properties. This figure also represents a 17.4% decrease compared to May 2025, yet it remains higher than the 14 listings observed in May 2024. This moderation in new supply reflects increased caution, reinforcing limited vendor activity in the local market. The trend in Watson aligns with broader capital city patterns experiencing reduced buyer confidence and policy-driven uncertainty.

# Methodology

## Pricing data

Price data is sourced from our research partners at Neoval Research Group, providing comprehensive coverage across all major Australian capital cities and regional markets. Price movements are calculated using median values to ensure accurate representation of typical market performance.

## Why median?

The median provides a reliable measure of the “typical” market price by identifying the middle value when all sales are arranged in order. Unlike arithmetic averages, which can be distorted by extreme high or low sales, the median represents the price point where half the properties sold for more and half sold for less. This methodology is particularly valuable when analysing property markets as it reduces the impact of outliers – such as exceptionally expensive waterfront properties or distressed sales – providing a truer reflection of what most buyers and sellers experience in the market. The median effectively captures the centre of the market distribution, making it an ideal measure for tracking genuine price movements over time.

Tasmania exception: Due to licensing restrictions, median data from Neoval is not available for Tasmania. For Tasmanian markets, we utilise the Median Sales AVM Value from Cotality, which represents the median (50th percentile) estimated sales value of all properties based on the hedonic imputation method.

## ABS region segmentation and naming convention

Our analysis utilises the Australian Bureau of Statistics (ABS) geographical classification system, employing GCC, SA4, SA3 and SA2 naming conventions as the statistical and computational standard established by the ABS. This hierarchical structure provides a consistent framework for analysing property markets at various geographical scales, from major metropolitan areas down to individual SA2s. The visual representation and practical application of these classifications can be explored through the ABS mapping portal at <https://maps.abs.gov.au>, which displays the 2021 GCC, SA4, SA3 and SA2 shape files. These are the same shape files and naming conventions used by Neoval in their price modelling computations, ensuring consistency between our data sources and official statistical boundaries.

For comparative analysis purposes, the Sunshine Coast and Gold Coast regions are classified alongside GCC Major City regions. This classification reflects their substantial price growth over recent years and their common comparison with major metropolitan markets. Given their economic significance and market characteristics, these regions are considered Major City regions for the purposes of this analysis.

## Listing data

National property listing volumes are sourced from Domain, Australia's leading property portal, providing comprehensive coverage of new property listings across all markets.

National listings: presented as monthly counts spanning the last three years (2023-2025) to identify seasonal patterns and year-over-year trends in property supply. Major city and regional listings: current month data is presented with both monthly percentage change (comparison to previous month) and annual percentage change (comparison to same month in previous year) to highlight both short-term fluctuations and longer-term supply trends.

## Sales count data

Sales count data by price point is sourced from Australian Property Monitors (APM) and Valuer General records, providing transaction data across all fixed price segments for market segmentation analysis. While filtered for residential properties only, some commercial or rural properties may be incorrectly classified as residential in the source data, potentially affecting data precision.

## Temporal framework

All data series are presented on a monthly basis covering the three-year period from 2023 to 2025, enabling identification of seasonal patterns, cyclical trends, and year-over-year comparisons. This timeframe captures the full interest rate cycle from peak rates through to the current cutting cycle, providing context for current market dynamics. All data sources represent substantial market coverage but may not capture 100 per cent of market activity. Price data from Neoval provides broad market representation. Regional variations in data coverage may exist, with metropolitan markets generally providing more comprehensive data.

## Commentary Generation Methodology

The market commentary throughout this report was generated using Google's Gemini 2.5 Flash, a state-of-the-art large language model chosen for its exceptional ability to analyse complex datasets and translate them into clear market insights. The model was fed comprehensive data from both our national report along with region specific metrics, enabling it to contextualise local movements within broader market trends. Through multiple iterations of refinement, we optimised the system to provide straightforward, factual descriptions of the data presented in charts and tables, avoiding speculation while highlighting key trends and significant data points. This approach represents our ongoing efforts to deliver consistent, data-driven commentary that accurately reflects underlying market information in accessible language for both property professionals and general readers.

# Ray White Group Economics Team

The Ray White Economics team delivers independent research and analysis across residential, commercial, and rural property markets. Led by Chief Economist Nerida Conisbee, the team combines rigorous data analysis with deep market expertise to produce insights that are both credible and accessible.

Drawing on one of Australia's largest real estate datasets and a national network of market intelligence, the team tracks the trends, forces, and shifts shaping Australian real estate, helping buyers, sellers, and investors navigate with clarity and confidence.



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